

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy

Opening Tomorrow in the Wanamaker Store the City's Most Brilliant Sale of Lamps

"I Keep It Before Me" Was What

Isaac Newton, the great philosopher and mathematician, said when asked by some of his friends how he worked out so many complicated problems.

"I Keep It Before Me"

More than one person leading in this store making and store improving is constantly at work in the perfecting of our storekeeping.

It goes on in one part or another after the doors are locked in offices, upstairs workrooms, often long into the nights.

The new kind of store we began in 1861 shows today many improvements above its early beginnings.

It will never stop improving.

Its Father still says

"I Keep It Ever Before Me."

(Signed) *John Wanamaker*

January 3, 1922.



The Wanamaker Famous Sale of Furs

This is always the great fur opportunity of the year, consisting as it does of our own fine stocks reduced 25 per cent and coming as it does at the very beginning of the real Winter instead of later.

The prices on the small furs or neck-pieces are surprisingly small, for example: Russian sables, one and two skin scarfs, \$162 to \$436.

Hudson Bay sables, one and two skin scarfs, \$35 to \$150.

Baum marten, one and two skin scarfs, \$40 to \$100.

Stone marten, one and two skin scarfs, \$30 to \$60.

Beaver scarfs, \$40 to \$100.

Skunk scarfs, \$30 to \$110.

Black lynx scarfs, \$35 to \$125.

Foxes in black, brown, taupe and gray, \$18 to \$90.

Natural mink, \$16 to \$40.

Besides these are the rich coats, beginning with the hardy marmot coats at \$67 and ending with the Hudson seal dyed muskrat) at \$561, and black caracul at \$600. Moleskin, natural muskrat, leopard and squirrel are among the other fur coats.

(Second Floor)

Women's Fine Shoes Down to \$4.75

We still have some of the good high shoes we are wearing out at less than half original prices.

They are black or tan calfskin or black kidskin, lace and button styles, with military, Cuban or flat Spanish heels.

All are full eight inches high, and in every respect good shoes as can be bought anywhere today for this price of \$4.75 a pair.

There is not every size in every kind, but all sizes in the collection.

(First Floor)



The Winter Sale of White

including

Domestic and Imported Underclothes, Shirtwaists and Blouses, Petticoats, Negligees, Bathrobes, House Dresses, Aprons and Kindred Garments will be in full swing tomorrow, with a larger and finer assortment of intimate and domestic apparel than for many a year, and with prices back to before-the-war times. Our good customers, old and new, are availing themselves of the splendid opportunities offered in the following articles:

Domestic Underclothes

of fine nainsook, cambric, batiste and cotton crepe, carefully machine made and trimmed with selected embroidery, laces and ribbon at these prices:

Nightgowns, 75c to \$9.50.	Bloomers, 50c to \$1.75.
Chemises, 75c to \$5.50.	Short petticoats, 50c to \$1.50.
Combinations, \$1 to \$1.75.	Long petticoats, 85c to \$2.
Drawers, 50c to \$1.50.	Corset covers, 50c to \$2.25.

A limited quantity of fine hand-made domestic underclothes, trimmed with real filet and crochet laces and hand embroidery at these prices:

Nightgowns, \$2.85 to \$10.50.	Petticoats, \$5 to \$10.
Chemises, \$2.85 to \$9.50.	Corset covers, \$1.50 to \$4.75.

Philippine Underclothes

carefully cut over American patterns, made by hand and exquisitely hand embroidered, at these prices:

Nightgowns, \$1.85 to \$7.85.	Petticoats, \$1.50 and \$1.85.
Chemises, \$1.85 to \$3.85.	Drawers, \$1 and \$1.85.

Silk Underclothes

Crepe de chine, satin, radium and heavy tub silk, in white or flesh color, the latter predominating, at these prices:

Nightgowns, \$3.85 to \$10.50.	Camisoles, \$1 to \$8.50.
Chemises, \$2 to \$5.50.	Bloomers, \$2 to \$5.

Extra as well as regular sizes will be found in many of the foregoing garments.

Shirtwaists and Blouses

Tailored and semi-tailored waists of dimity, madras, batiste and other materials at \$1.85.

Fine batiste waists in pale colors or white, many hand made and trimmed with handwork and real laces, \$2.85, \$3.85 and \$5.

Silk blouses and overblouses at \$1.85 to \$12.50.

Other Specially Priced Garments

Silk petticoats, \$2.85 and \$3.85.
Silk negligees at an average of half price.
House dresses of percale and gingham at \$1.85.
Japanese crepe kimonos at \$1.85.
Ripple eiderdown bathrobes at \$3.85.
Sateen petticoats, 85c and \$1.
Aprons, 18c to \$1.
Boudoir caps, 35c to \$1.
(Main and Third Floors)

Handkerchiefs in the White Sale

Women's all-linen hand-embroidered initial handkerchiefs, 35c each, \$3.85 a dozen.

Women's all-linen sheer revered handkerchiefs, hemmed, 35c each, \$3.85 a dozen.

Women's all-linen sheer, revered handkerchiefs, hemmed, 50c each, \$5.50 a dozen.

(East and West Aisles)

AMONG the White Goods at White Sale prices are some excellent imported swisses with dots of varying sizes. Width 30 inches, price 55c a yard.

(First Floor)

500 Women's Garments in a January Clearaway

Dresses at \$22.50
Suits at \$38.50

The dresses at \$22.50 are extremely pretty and practical afternoon dresses of crepe de chine, Canton crepe, tricotine, wool, jersey, chenille and velveteen. They are in very many styles and many colors, beginning with the darker shades, such as navy, black and brown, and ending with-rose, sunset and the brighter blues. Among the cloth dresses are a good many coat models, some being beaded.

The suits at \$38.50 are really wonderful for women who know style and value. They are made of the soft-ple fabrics, besides broadcloth, wool velour and tricotine; they are severely tailored, often fur or braid trimmed, and often hand embroidered, and there are all sizes from 34 to 48 in the lot. The colors are navy, black, brown, taupe and mixtures.

In both groups the saving is very substantial—on the dresses from \$6 to \$20; on the suits from \$12 to \$40. Sizes, of course, are broken.

(First Floor)

Young Women's French Hand-Made Dresses \$30 to \$120

A little group of fine French hand-made voile dresses of sheerest quality and charming style have just come into the Young Women's Salon, to sell at the very reasonable prices of \$30, \$35 and \$38.

There is white, white with a touch of black, delft blue and rose-pink in this first shipment, and of the three models it would be difficult to say which is daintiest. The \$35 model has a quantity of fine handwork.

Other imported hand-made dresses up to \$120. Sizes 14 to 20.

(Second Floor)

The Women's London Shop

will show tomorrow for travel and Southern wear some remarkable new hand-tailored suits at \$80 and \$65. They are cut and made by the same admirable tailors who do our custom tailoring, the materials used are the finest of English Munro tweeds and Caledon overplaid, and the styles include panel, box and semi-fitted coats; the new welted pockets appear in both coats and skirts.

Separate skirts of the same tweeds are \$22.50.

New tropical coats of the same tweeds of London Shop design are also here, price \$50.

(The Gallery)

Sixty Young Women May Have Topcoats at \$75

that were last week from \$10 to \$23 more. They are thick and soft bolivias and similar fabrics, in black, blue or the good brown shades; well made, finely lined, and trimmed with beaver, nutria, opossum, or wolf furs. The sizes are 14 to 20.

(Second Floor)

THE new tissue gingham in fresh Spring colorings are here—gayly checked, striped and plaided; the checks predominating. They are a yard wide and 75c a yard.

(First Floor)

Women's Utility Coats Drop to \$45

Which means a saving of \$10 to \$20 on each. They are made of fine thick wool velour and belvia cloth—black, navy and brown, with good linings, warm interlinings and collars of dyed coney. Splendid coats for general service.

Several styles and probably a dozen coats in each style.

(First Floor)

The Wanamaker collection of lamps has been very much talked about by people of taste who understand fine furnishings. A notable English merchant, who visited it the other day, remarked that it included some of the most beautiful specimens he had ever seen and the collection as a whole was admirable.

The stock is an exhibition of great interest, including lamps from a dozen countries—lamps from Japan, from China, from India, from England, from Bohemia, from France, from Italy and even from Turkey and others, in addition to the pick of the finest American lamps.

This Is the Semi-Annual Sale

that the people expect of us and which offers remarkable opportunities of selection from the whole stock of lamps and shades (not sundries and extra fittings) at reductions ranging all the way from 10 to 50 per cent.

Shades, \$1 to \$100

Candle shades of silk and parchment.
Boudoir lamp shades of silk and parchment.

Table lamp shades of silk and parchment.
Floor lamp shades of silk and parchment.

Boudoir Lamps, \$1 to \$50

Mahogany, mahogany finish, polychrome, metal and other wood finishes.

Table Lamps, \$5 to \$125

A Large Collection

Mahogany, hand-wrought iron and cast metal of polychrome, foreign and domestic porcelains and potteries.

Floor Lamps, \$5 to \$135

Mahogany, polychrome metals, hand wrought iron, porcelain and cloisonne.

(Fourth Floor)



Bridge Lamps, \$9.50 to \$125

A most interesting and varied collection of these useful lamps with adjustable arms is to be had either in metal or in wood.

Sale Specials

Special No. 1: 2000 wicker lamp shades from Japan, lined with various colored silks, in nine sizes, prices 35c to \$2.40.

Special No. 2: Candlesticks, mahogany, mahogany finish, wrought iron and polychrome, 15c, 35c, 50c up to \$20 for a large brass floor candlestick.

Special No. 3: 300 small metal boudoir lamps in ivory and polychrome finishes, each with metal silk-lined shade, \$5 to \$8.

Special No. 4: 200 iron bridge lamps with adjustable arms in wrought iron and polychrome, \$5 to \$16.50.

French Silk Handbags With Steel Bead Work

These bags are made of a fine quality of silk in black, navy, gray and henna, and are ornamented with artistic designs in cut-steel beads.

They are good-sized bags and have carved knobs, covered frames and self handles.

Price, \$35.

(Main Floor)

800 Boys' Wash Suits in an Annual Sale at \$3

Mothers of junior boys wait for this yearly event. Quite a few of them have been asking when it would come. Tomorrow brings the answer, when we offer 800 fine, fresh new washable suits for boys of 3 to 9 years at a very special price—\$3.

The collection comprises tan linens, crashes, ramic fabrics, palmer cloths, chambrays, imported reps, Devonshire cloth, in a variety of striped effects and plain colors.

The styles are Oliver Twist, middy and junior Norfolk.

Suits of this same grade would sell regularly in our own stock at 25 to 50 per cent more.

On the majority of these there is a saving of one-third.

Wise mothers buy several of these suits at such prices while the buying is so good.

In 3 to 9 year old sizes, at \$3.

(West Aisle and Second Floor)

Children's Winter Underwear for Less

65c a garment for girls' ribbed wool and cotton vests and pantalets, which is half price or less. The vests are in high-neck and long-sleeve models and Dutch neck with elbow sleeves; the pantalets are ankle length. Offered in sizes 10 to 16 years.

75c each for girls' medium-weight white ribbed cotton union suits, high neck and long sleeves and ankle-length legs, sizes 4 to 14 years.

All these goods are makers' clearaways.

(First Floor)

Custom Tailoring at Special January Prices

During this month the Custom Tailoring Bureau will make to measure cape and dress costumes of imported or domestic tweeds and homespuns at the special price of \$60. The costume consists of a smartly tailored one-piece dress with long cloak to match.

A special price of \$60 is made also for tailored suits of tweed and homespun made to measure this month.

Tailored suits of Poirer twill will be made to measure for \$85, and gowns of various materials at very reasonable prices.

(Second Floor)

Best Domestic Rug Savings for Some Time

Owing to the scarcity of good domestic rugs which followed last year's labor troubles there have been few opportunities lately to get such rugs under regular prices.

But this sale of discontinued patterns and discontinued lines brings a large lot of fine rugs at noteworthy savings.

Wilton rugs, 9x12 ft., \$68.50 and \$97.50.

Velvet rugs, 9x12 ft., \$40; 8.3x10.6 ft., \$37.50; 27x54 in., \$4.50.

Tapestry Brussels rugs, 9x12 ft., \$21.50.

Woolen fiber rugs, 9x12 ft., \$9.50; 8.3x10.6 ft., \$9; 6x9 ft., \$5.25.

(Seventh Floor)

New Shipment of British Golf Clubs

Just in time for golfers going South are some splendid new wood clubs from Simpson, of Carnoustie, Scotland and new models from Winton. These are \$5 each.

Also a fine selection of imported irons at \$5.

New prices on golf balls are: Radio and Mystery, \$9 a dozen; Red Flash, \$7.80; Taplow, \$6.00. Other standard balls at lowered prices.

(The Gallery)

Fine New Brogue Boots for Well-Dressed Men

Younger men in particular will like these high shoes of tan Scotch grain calfskin, with perforated tips, perforated vamp seams and extra heavy single soles.

They have the roomy, yet shapely, toes that the best shoes have now and the price is \$13.50 a pair.

(Main Floor)

Household Linens in the White Sale

Full-bleached Irish damask table cloths, 70x70 inches, \$5.75 each.

Matching napkins, 22x22 inches, \$7.50 a dozen.

Hemstitched damask breakfast cloths, 55x71 inches, \$4.50 each, in a selection of floral patterns.

(First Floor)

Odd Groups of Lace Curtains in a Clearaway

Several varieties of lace, muslin and scrim curtains are included in this collection of one, two and three pair lots.

They are somewhat mused and soiled, but not in any way seriously hurt—one laundering will make them good as new.

Prices are one-third to one-half less than regular rates. Sold in lots, the range being from an odd pair of muslin curtains at \$1 up to two pairs of Marie Antoinette curtains at \$32.50.

(Fifth Floor)